

Area Census Office Locations

Burton Reist

Decennial Communications and Stakeholder Relations

Area Census Office Locations

Process Overview

Number of Offices

- Anticipated nonresponse followup workloads
- Management factors, including optimal number of census takers per office

Delineation of Offices

- Anticipated nonresponse followup workloads
- Demographic factors, including historical contact data, location of group quarters, location of Hard-to-Count population
- Geographic factors, including both political and physical boundaries

Office Location and Selection

- Anticipated nonresponse followup workloads
- Demographic factors, including population density, and location of Hard-to-Count population
- Geographic factors, including transportation infrastructure

Area Census Office Locations

Determining Number of ACOs

- Calculated the estimated field workload in each state, county, tract
- Data used:
 - Historical Census Data
 - Response rate projections
 - 2010 Nonresponse Followup (NRFU) contact history data
- Determined how many enumerators would be needed
- Determined how many enumerators each ACO could effectively manage
- Aimed to have about the same size workload and number of enumerators in each office
- Took into account geographic boundaries
- Included local knowledge from the regions

Area Census Office Locations

Delineation Comparison



Local Census Offices = 494

Early Local Census Offices = 150

NRFU Cases/Office = 95,618

Core NRFU Enumerators/Office = 651



Area Census Offices = 248

Wave 1 Area Census Offices = 40

NRFU Cases/Office = Approximately
200,000

Core NRFU Enumerators/Office =
Approximatively 1100

Area Census Office Locations

2020 ACO Delineation Process

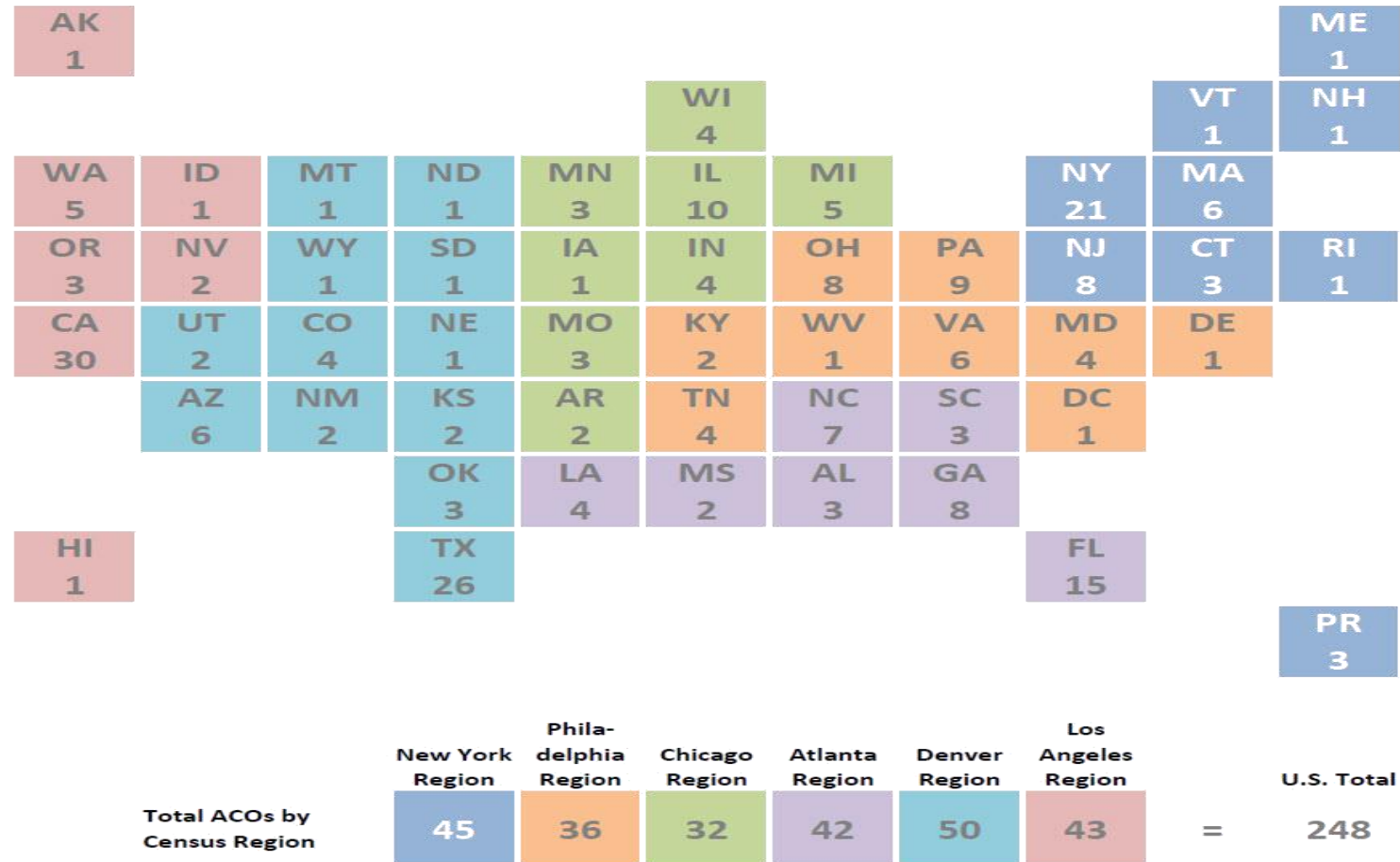
- Establish Criteria
- Conduct Initial Delineation
- Conduct Interactive Review (input from Regional Offices)
- Census Management Review

Area Census Office Locations

2020 ACO Delineation Criteria

- At least one ACO per state
- Must not split Indian Reservations, regardless of county, state or regional boundaries
 - Trust lands may differ, based on consultations with tribal governments
- Must not split military bases
- Must not cross state or regional boundaries, with noted exceptions above
- After the ACO boundaries were determined, identified tentative locations for ACOs by considering:
 - Closest major cities/towns
 - High population density
 - Hard-to-Count population
 - Availability of office space
 - Close to major transportation networks
 - Areas with a diverse labor force and applicant pool

Area Census Office Locations Delineation by Region and State



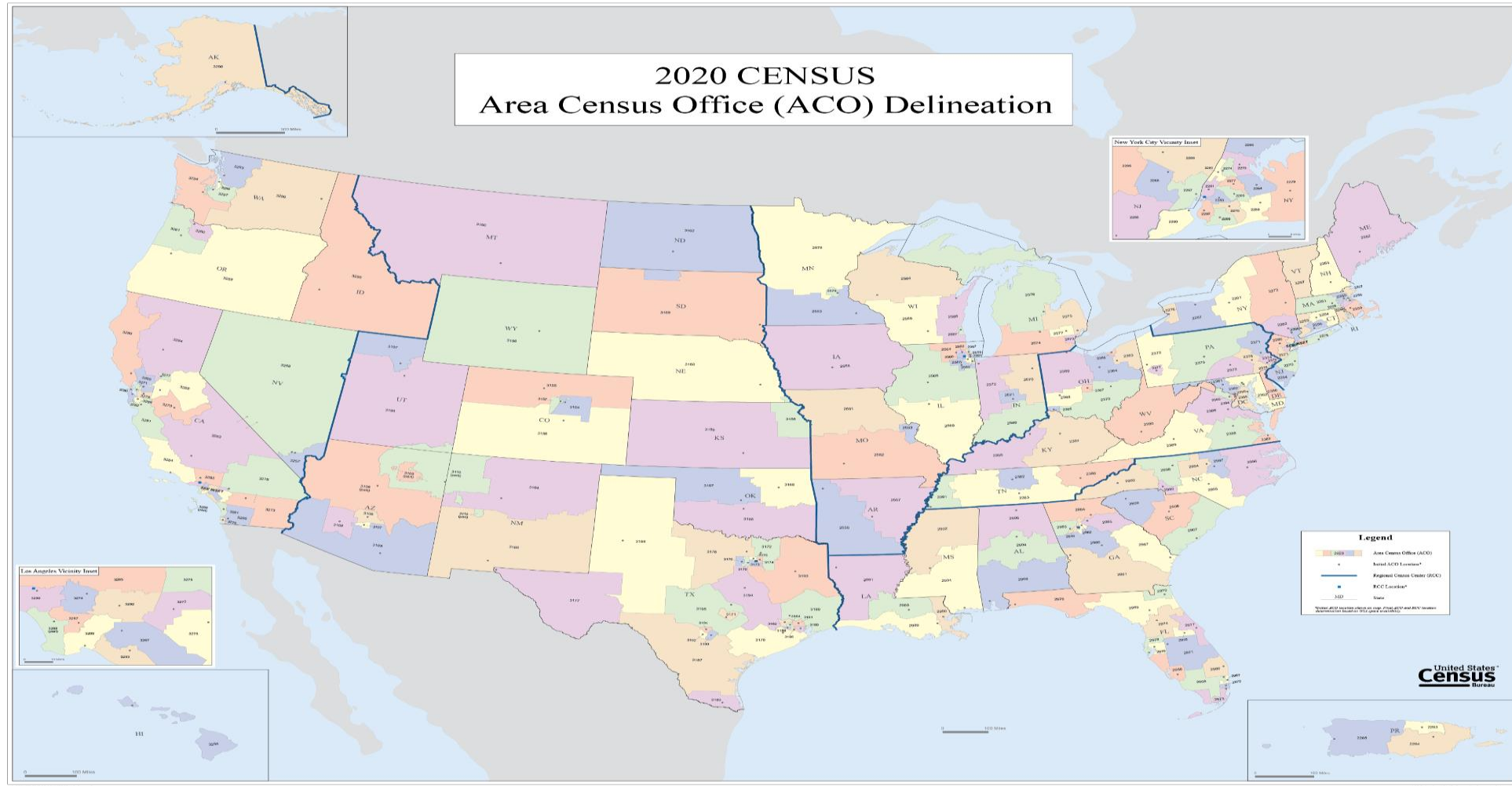
Area Census Office Locations

Delineation Summary by Region

Region	Total ACOs	Wave 1 ACOs	Average Estimated NRFU Workload	Total Number of Core Enum per Region	Average Number of Core Enum per ACO
New York	45	7	175,751	31,813	707
Philadelphia	36	6	228,240	26,553	738
Chicago	32	5	241,863	22,650	708
Atlanta	42	9	232,542	29,296	697
Denver	50	6	168,495	32,741	655
Los Angeles	43	7	216,806	29,967	696
Total	248	40	207,174	173,021	697

Area Census Office Locations

Proposed Area Census Office Delineation Map



The exact location of each office is yet to be finalized. The Census Bureau has determined areas of consideration and is working with GSA to determine suitable office locations. The exact location (including the area of consideration) could change during this process.

Area Census Office Locations

2020 Regional Census Center/Area Census Office Milestones

Activity	Date
Begin opening Regional Census Centers (RCCs)	April 2018
Wave 1 ACOs	January – March 2019
Open remaining ACOs	July – September 2019
Complete closing all ACOs	December 2020
Complete closing all RCCs	June 2021

* Locations are deemed preliminary until GSA leasing process is complete.

Questions?

Redistricting Data Program

James Whitehorne

Census Redistricting & Voting Rights Data Office

Redistricting Data Program

Mission:

Provide the officers or public bodies having initial responsibility for the legislative apportionment or districting of each state an opportunity to identify the geographic areas for which specific tabulations of population are desired and to deliver those tabulations in a timely manner.

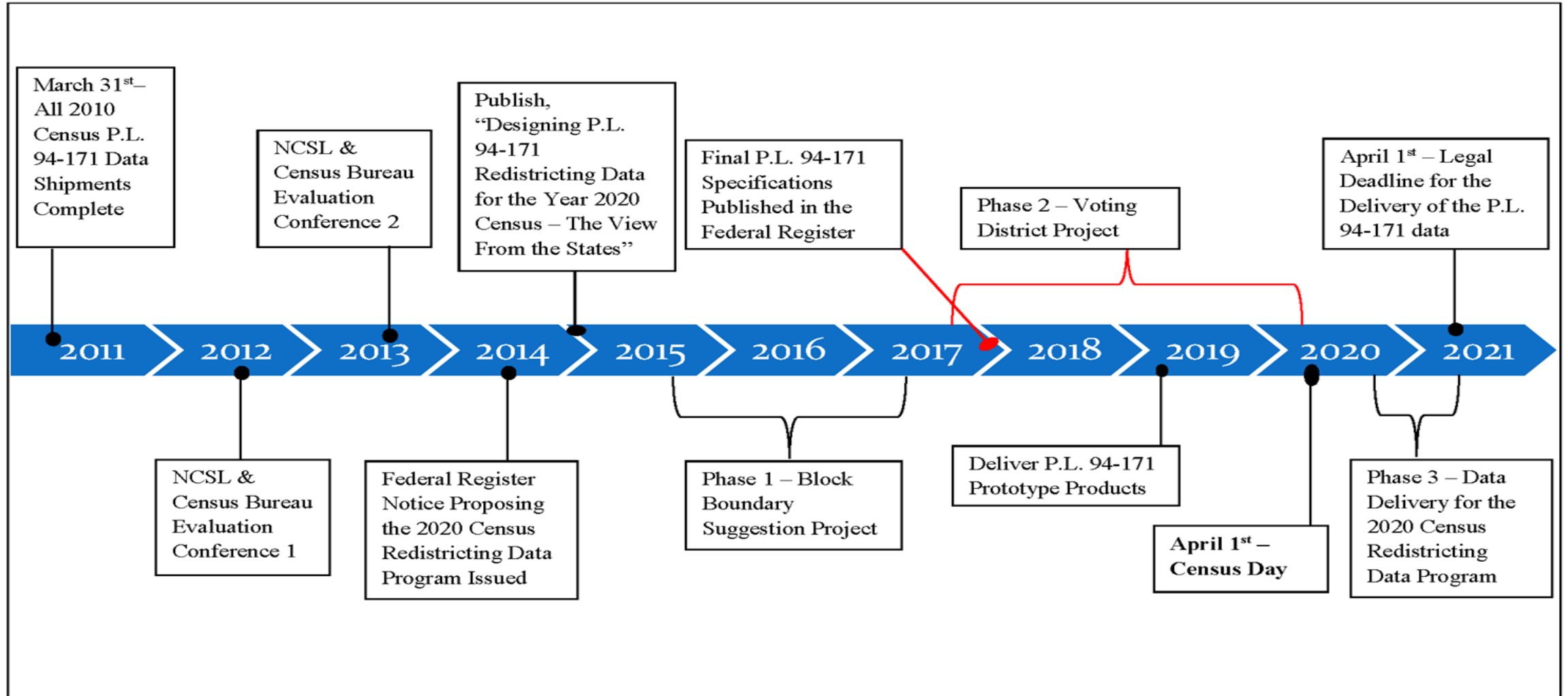
Requirements:

- Establish program criteria
- Identify required tabulations
- Conduct the program in a nonpartisan manner
- Deliver the tabulations to the governor and the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State no later than one year from Census Day (April 1, 2021)

Identified “geographic areas desired”:

- Census Tabulation Blocks
- Voting Districts (e.g. precincts, wards, etc.)
- Legislative and Congressional Districts

Redistricting Data Program



Redistricting Data Program

Phase 1

Block Boundary Suggestion Project (BBSP)

Activity	Date
Initial Delineation	December 2015 – May 2016
Verification	December 2016 – May 2017

BBSP Participation

State	BBSP Initial	BBSP Verification
States Participating	36	34
States with changes for all counties	11	7
States with BAS Updates	17	19
County		
Participated – Submitted Updates	1150 (36 percent of nation)	966 (30 percent of nation)
Participated – No Updates	881 (27 percent of nation)	903 (28 percent of nation)
Did Not Participate	1,188 (37 percent of nation)	1,351 (42 percent of nation)

Redistricting Data Program

Phase 2 – Voting District Project (VTDP)

Activity	Date
Initial Delineation	January 3, 2018 – May 31, 2018
Verification I	January 2, 2019 – May 31, 2019
Verification II*	January 2, 2020 – March 31, 2020

*Added a short second round of verification for those states who participate in both the Initial Delineation and the first round of Verification

Redistricting Data Program

Phase 3 – Data Delivery

Activity	Date
Prototype Geographic Support Products	January 2019 – February 2019
Prototype P.L. 94-171 Redistricting Data	March 2019
Geographic Support Products	November 2020 – February 2021
P.L. 94-171 Redistricting Data	February 2021 – March 31, 2021

Geographic Support Products

- Shapefiles
- Maps (PDF only)
- Block Assignment Files
- Block to Block Relationship Files

Redistricting Data Program

Phase 3 – Data Delivery (continued)

P.L. 94-171 Redistricting Data

2010	2018 Prototype
Table P1 – Race	Table P1 – Race and Hispanic or Latino Origin
Table P2 – Race for Population 18 Year and Over	Table P2 – Race and Hispanic or Latino Origin for the Population 18 and Over
Table P3 – Hispanic or Latino, and not Hispanic or Latino by Race	
Table P4 – Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 and Over	
Table H1 – Occupancy Status (Housing)	Table H1 – Occupancy Status (Housing)
New Table	
Table P? – Group Quarters Population by Group Quarters Type	

Redistricting Data Program

Phase 4 – Congressional and State Legislative Districts Collection

Activity	Date
115 th Congress and 2016 State Legislative Districts	November 2015 – April 2016
116 th Congress and 2018 State Legislative Districts	November 2017 – April 2018
117 th Congress and 2020 State Legislative Districts	No Collection
118 th Congress and 2022 State Legislative Districts	November 2021 – April 2022

- 2010 115th Congress 100 percent Data
- Retabulation of the 2010 Census Summary File 1 Data
 - Released October 19, 2017

Redistricting Data Program

Milestones

Activity	Date	
Federal Register Notice (FRN) announcing the 2020 Census Redistricting Data Program	July 15, 2014	✓
Publish “The View From the States” for the 2020 Census	January 5, 2015	✓
Establish 2020 Redistricting Data Program liaisons	April 2015 to February 2016	✓
FRN announcing Phase 1 – Block Boundary Suggestion Project (BBSP)	June 26, 2015	✓
BBSP Invitation to participate	August 31, 2015	✓
Collect boundaries for the 115 th Congress and 2016 State Legislative Districts	November 2015 to April 2016	✓
BBSP Completed	July 31, 2017	✓
FRN announcing Phase 2 – Voting District Project (VTDP)	June 28, 2017	✓
VTDP Invitation to participate	September 29, 2017	✓
FRN for comment on prototype data design from 2018 Census Test	October, 2017	
Collect boundaries for the 116 th Congress and 2018 State Legislative Districts	November 2017 to April 2018	
FRN final prototype data design from 2018 Census Test	March 2018	
Deliver prototype data and geographic files from the 2018 Census Test	March 2019	
VTDP Completed	March 2020	
Deliver official P.L. 94-171 Redistricting Geographic Files	November 2020 to February 2021	
Deliver official P.L. 94-171 Redistricting Data Summary Files	February 2021 to March 2021	

Questions?

Integrated Partnership and Communications Plan: Version 1.0

Maria Olmedo-Malagon

Decennial Communications Coordination Office

Integrated Partnership and Communications Outline

- Overview
- Research Roadmap
- 2020 Census Integrated Communications Plan

Integrated Partnership and Communications

Main Components

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the Island Areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Integrated Partnership and Communications

Research and Communications Integration

STEP 1



Predictive Models

STEP 2



Conduct the Census Barriers, Attitudes, and Motivators Survey (CBAMS) 2020

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising

STEP 6



Deliver Advertising

STEP 7



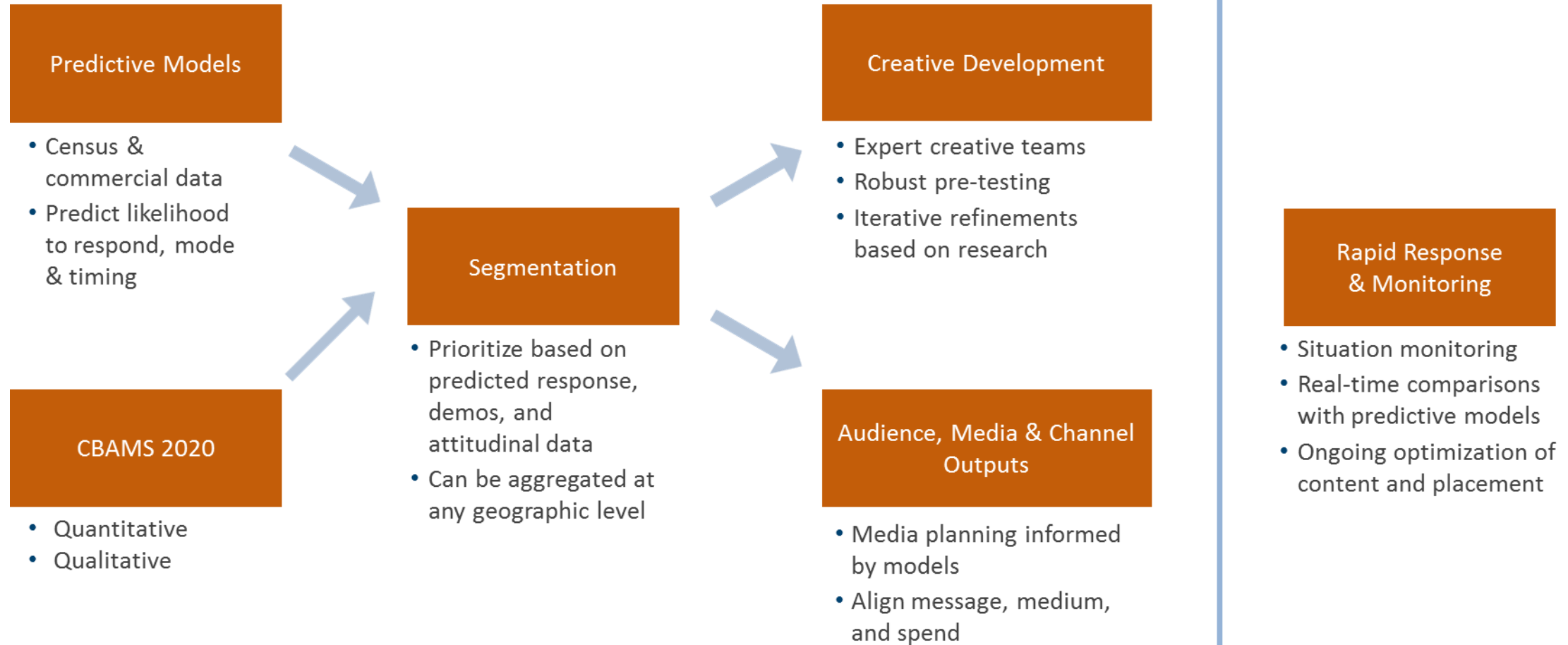
Optimize Resources

STEP 8



Rapid Response

Integrated Partnership and Communications Research Roadmap



Integrated Partnership and Communication

Predictive Models & Segmentation

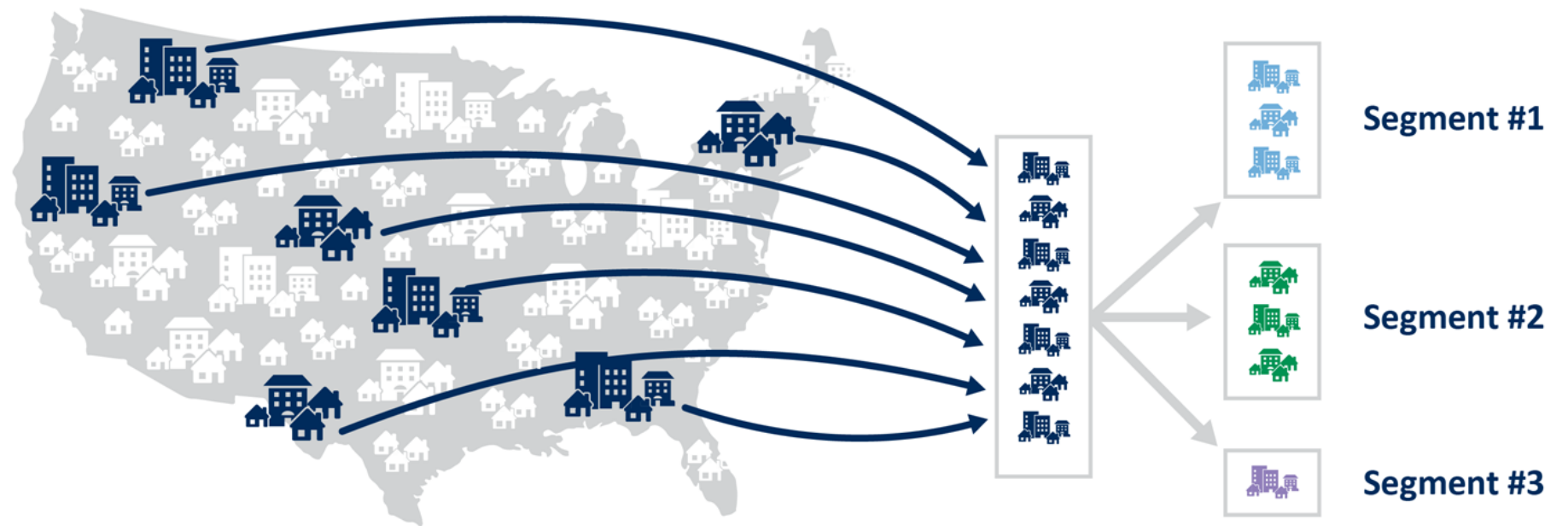
Key inputs

- Census data
- Research insights
- 3rd party data
- Media usage data

Predictive modeling

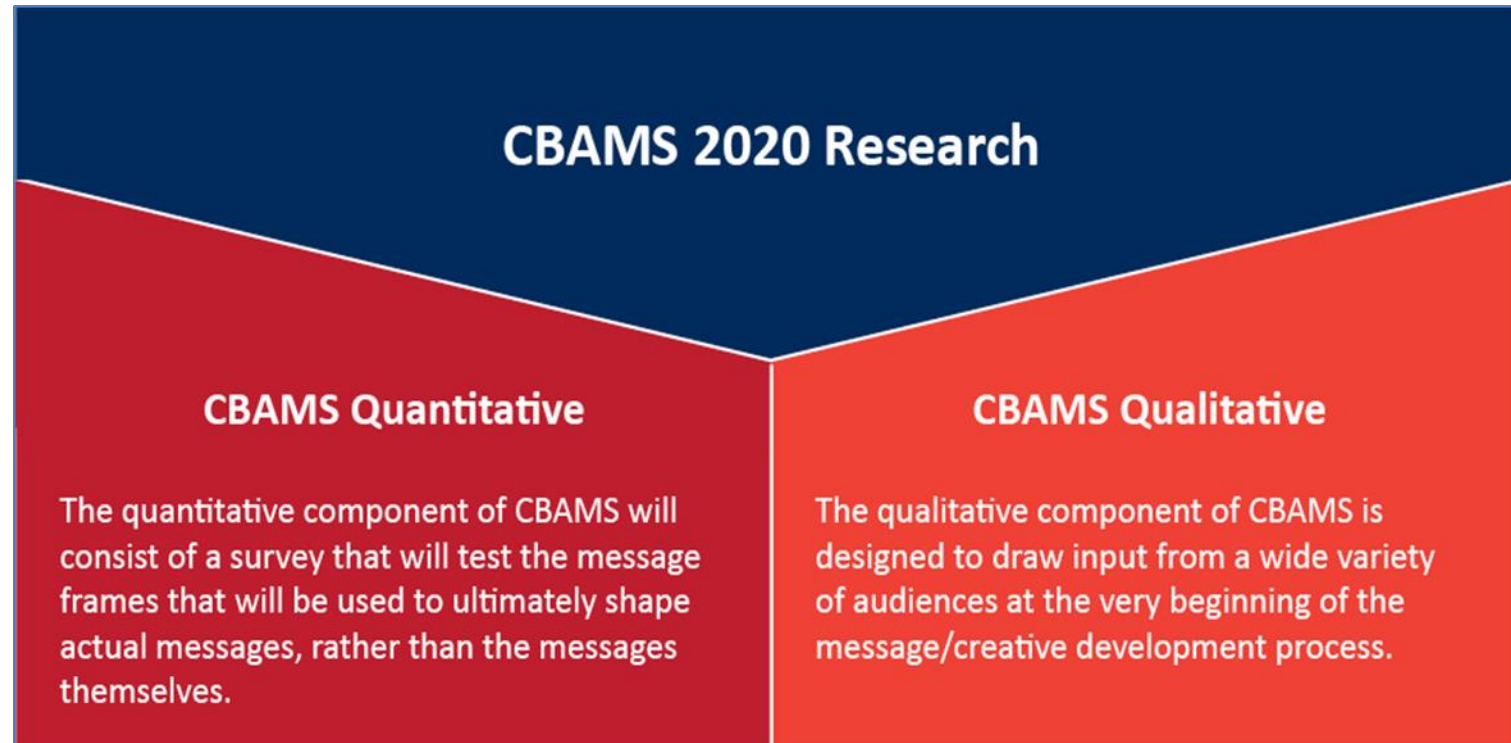
- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging

Segmentation Sorts Low-Response Tracts into Distinct Clusters



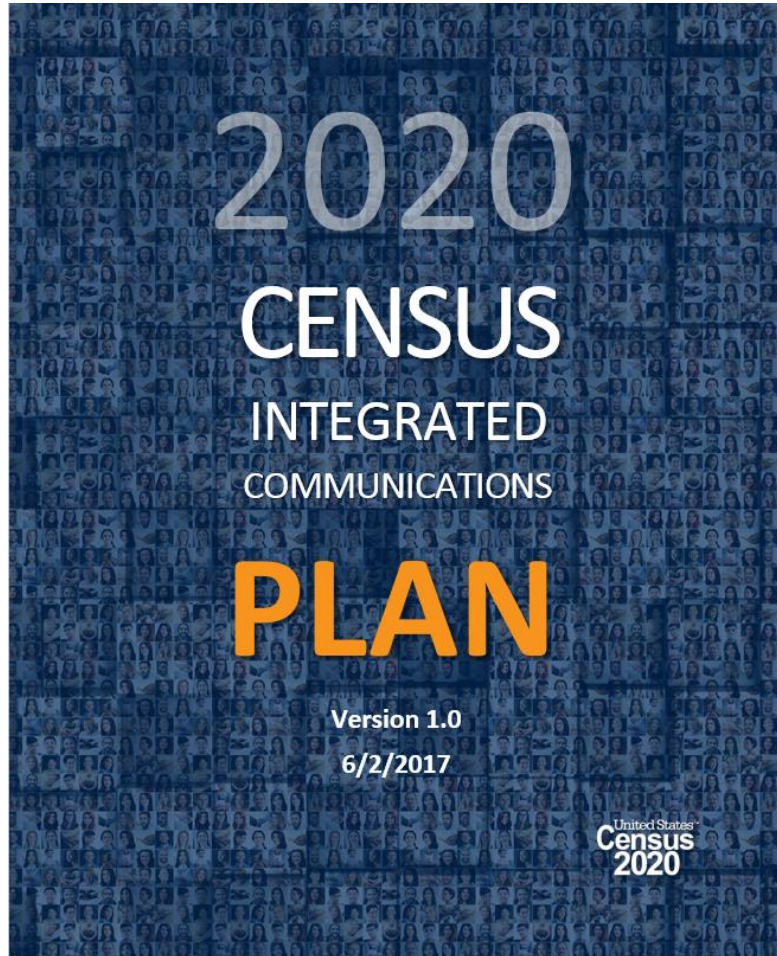
Integrated Partnership and Communications

Census Barriers, Attitudes, and Motivators Study (CBAMS) 2020 Research



Integrated Partnership and Communications

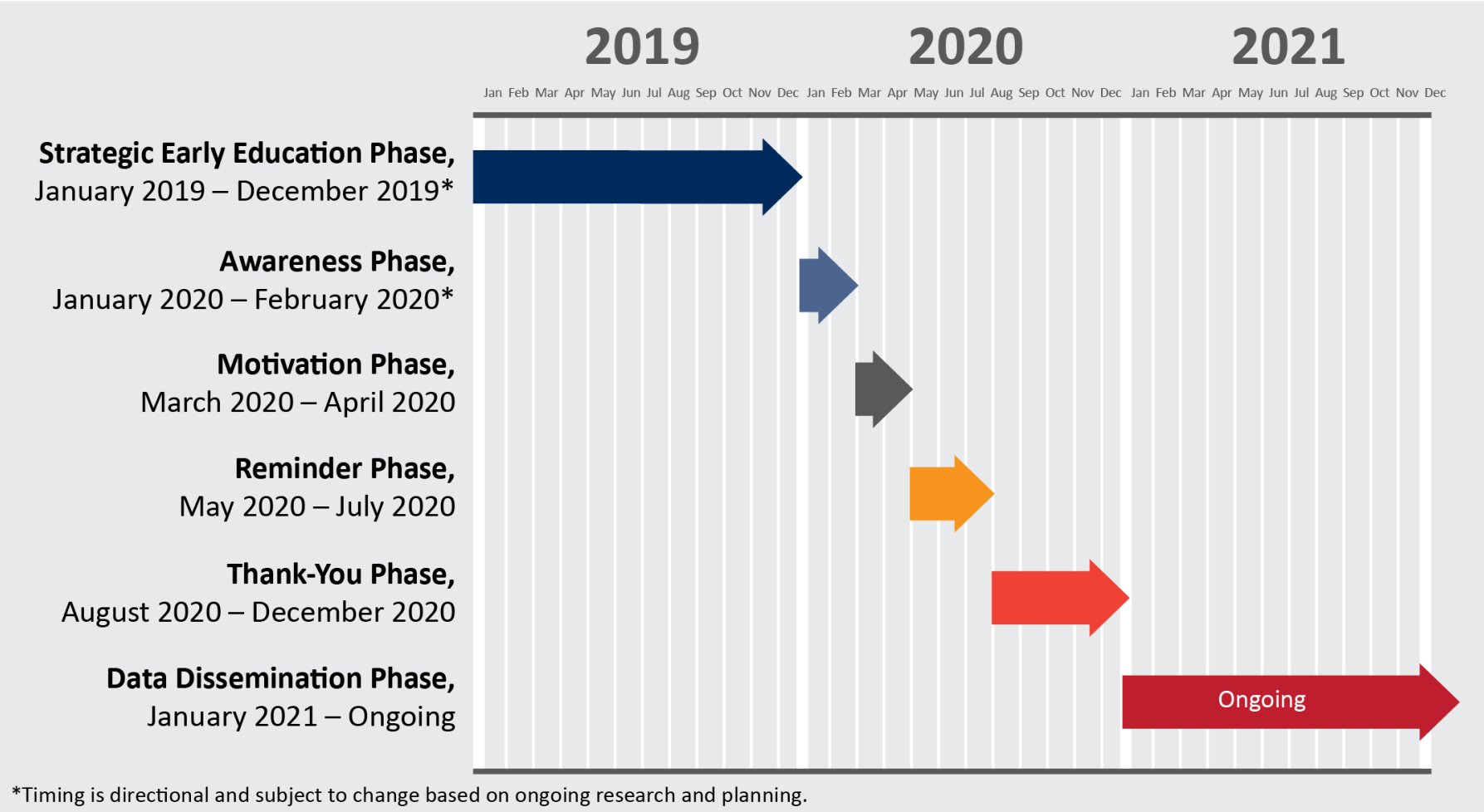
Key Elements of Integrated Communications Contract Plan



- Advertising and Media Buying
- Stakeholder Relations and Partnership Programs
- Website Development
- Social Media
- Public Relations and Events and Crisis Communications
- Rapid Response Activities
- Statistics in Schools Program
- Field Recruitment Advertising and Communications
- Data Dissemination

Integrated Partnership and Communications

Preliminary Phases of 2020 Census Communication*



*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.

Integrated Partnership and Communications

Advertising and Media Buying

Key Considerations

- Competition with other 2020 events (elections, Olympics)
- Ongoing and rapid changes to media landscape
- Role of digital is key, but limitations for reaching some audiences
- Upfront media buy (May 2019) critical for securing majority of advertising inventory

Approach

- Monitor opportunities for emerging technologies
- Paid media/advertising 101 + Paid Media Review Team
- Research and data-driven planning at small geography level provided greater flexibility in managing and optimizing paid media
- Mix of digital and traditional media
- Streamlined, cross-team participation
- Optimize based on rapid response activities

Integrated Partnership and Communications

Stakeholder Relations and Partnership Programs

Stakeholder Relations

Key Considerations

- Early outreach and ongoing engagement
- Significant influence on campaign success – data users, connections to HTC groups
- Educate stakeholders on campaign processes (e.g., creative development, media buying)
- Localized engagement

Approach

- Enlist stakeholders to support the word among their own audiences
- Integrate closely with existing Census Bureau stakeholders relations effort
- Solicit stakeholder input throughout campaign
- Provide regular briefings and updates

Partnership Programs

Key Considerations

- Early start and ongoing engagement
- Integration and continuous coordination of local and national partners engagement
- Coordinated, audience-focused approach to identifying partners and activities

Approach

- Leverage trusted voices, both locally and nationally
- Tiers of support based on partner reach and interest
- Early engagement with national and corporate partners to accommodate longer planning cycles and maximize commitment
- Develop suite of customizable materials to increase reach and utility (digital and print)

Integrated Partnership and Communications

Website Development

Key Considerations

- Website is key to digital census (awareness, validation, conversion, dissemination)
- Consistent user experience across digital properties and survey tool
- Cybersecurity
- Rapid Response support
- Scaling data dissemination

Approach

- Mobile-First approach
- Tailor content and landing pages by audience
- Offer content in multiple languages
- Conduct full User Inference (UI)/User Experience (UX) testing early to optimize usability
- Ensure site provides ability to continuously refine landing page content and layout based on web analytics
- Continual integration with other program areas

Integrated Partnership and Communications

Social Media

Key Considerations

- Rapidly changing and crowded landscape
- Real-time customer service
- Alignment with other federal agencies' standards & protocols

Approach

- Determine mix of channels
- Develop rich content: multimedia, multilingual, user-generated
- Streamline content approval and deployment process
- Continually monitor to optimize media and respond to issues
- Engage partners & influencers to amplify messaging
- Supporting digital/in-person events and recruiting

Integrated Partnership and Communications

Public Relations and Events and Crisis Communications

Key Considerations

- Changing media landscape + evolving consumption habits
- Competition with other news/events
- Potential for cyber threats; concerns with security, validity of online content

Approach

- Phased execution, shifting messaging based on campaign timing and response data
- Host engagement events to drive response
- Establish central/regional crisis teams and develop scenario-based plans for key risks
- Conduct media/risk trainings for spokespeople

Integrated Partnership and Communications

Rapid Response Activities

Key Considerations

- Objective of rapid response is to maximize response and minimize cost (boost early response, digital response, and overall self-response)
- Includes reporting and program optimization across communications channels (includes PR and Crisis)
- Data-based decision making requires integration of response data and campaign activity data
- Current plans for modeling and executing at a small-geography level

Approach

- Build rapid response team and protocols
- Develop issue/response hierarchy to streamline decisions
- Actively monitor campaign data and respond to issues

Integrated Partnership and Communications

Statistics in Schools Program

Key Considerations

- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on SIS website*

*tentative

Approach

- Develop and distribute outreach materials (e.g., explanatory SIS toolkit)
- Develop new classroom materials:
 - Pre-K and bilingual activities
 - Games and digital tools
 - Take-home materials for parents
- Phased approach to engagement
 - Promotion through partners and conferences
 - Direct teacher and administrator outreach & materials fulfillment
- Possible new features (e.g., “Mock Census” events)

Integrated Partnership and Communications

Field Recruitment Advertising and Communications

Key Considerations

- Largely digital recruiting effort
- Hyperlocal approach to recruiting in hard-to-count areas
- Alignment with overall 2020 campaign
- Lengthy federal hiring process can take several months

Approach

- Drive to single appropriately branded 2020 census job site, with custom landing pages by audience
- Test branded creative/messaging among audience segments
- Use of existing contacts and referrals
- Included detailed job description to encourage candidate fit



Example of Candidate Website

Integrated Partnership and Communications

Data Dissemination

Key Considerations

- Integrate data dissemination throughout campaign – from early awareness to post-collection
- New data platform in development at Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI) ([http: data.census.gov](http://data.census.gov))
- Opportunity to strengthen and maintain relationships with respondents, stakeholders, and partners

Approach

- Generate interest in the count with data from previous censuses
- Support “thank-you” phase with digital and print materials
- Reengage audiences with data products and materials following completion of the count

Integrated Partnership and Communications

Milestones*

Milestones	Target Date(s)	
Award Contract	August 24, 2016	✓
Kick-Off Meeting for Contract	August 31, 2016	✓
Census 101 Training for contractor	September 19 – 20, 2016	✓
Regional Offices Listening Tour	November 9, 2016 – January 12, 2017	✓
Stakeholders Listening Tour	April 2017	✓
Delivery of Research Road Map	May 2017	✓
Delivery of 2020 Census Integrated Communications Plan Version 1.0	June 2017	✓
2020 Census Barriers, Attitudes and Motivators Study	February – April 2018 (planned)	

*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.

Questions?